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Philip Morris Research Team Discovers 'Enriched Flavor.'

MERIT taste secret found by isolating key flavor ingredients in cigarette smoke then adding them to tobacco.

In Richmond, Virginia, there's an eight-story building that houses the main Research Facility for Philip Morris.

Around the company they call it the Tower. It's here that pure research in tobacco yielded what might be the most *significant smoking advance since the filter.*

It's called 'Enriched Flavor.' It comes in the tobacco of a new kind of low tar cigarette.

MERIT.

Only 9 mg. of tar. Yet with *astonishing* flavor.

If you enjoy a full-flavor cigarette now—but would like to find a low tar smoke with a taste you can switch to and stick with—you'll be interested.

'Enriched Flavor' Succeeds Where Filters Fail

Like most other cigarette makers, Philip Morris had tried to design a special low tar filter that would somehow filter out tar but not taste.

Our results were almost predictable: the lower the tar, the lower the taste.

So we had our research scientists focus on the business end of smoking. The tobacco end.

What they accomplished was more than we ever expected.

They isolated the "key" flavor ingredients of tobacco as they exist in cigarette smoke.

By adding only those ingredients of extreme high quality as flavor producers, *yet low tar contributing as well,* we're now able to pack incredible flavor into MERIT without the usual increase in tar.

We call this discovery 'Enriched Flavor.' It's extra flavor. Natural flavor. Flavor that can't burn out, can't drop out, can't do anything but come through for you.

Taste tests proved it.

Taste-Tested By People Like You

9 mg. tar MERIT was taste-tested against five current leading low tar cigarettes ranging from 11 mg. to 15 mg. tar.

Thousands of filter smokers were involved, smokers like yourself, tested at home*.

The results were conclusive.

Even if the cigarette tested had 60% more tar than MERIT, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Repeat: delivered more taste.

In similar tests against 11 mg. to 15 mg. menthol brands, 9 mg. tar MERIT MENTHOL performed strongly too, delivering as much—*or more*—taste than the higher tar brands tested.

You've been smoking "low tar, good taste" claims long enough. Now you've got the cigarette.

MERIT with 'Enriched Flavor.' Surprising smoking pleasure at one of the lowest tar levels in smoking today—only 9 mg. tar.

From Philip Morris.

*Available Instant of Consumer Opinion. Details available from us on request.

MERIT and MERIT MENTHOL

9 mg. "tar," 0.7 mg. nicotine av. per cigarette by FTC Method.

9 mg. "tar" 0.7 mg. nicotine

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/rlln0003

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